

**ELMY MERIYAM GAYUMBO. NPM : 91511404122029. Pengaruh Pre-Decision Stage Dan Post-Decision Stage Terhadap Impulse Buying Produk Pakaian Pada Borobudur Departement Store Poso.** Pembimbing Oleh Bapak Holmes Rolandy K. Dan Ibu Tabita R Matana,SE.,M.,SI

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh pre-decision stage dan post-decision stage terhadap impulse buying di kota poso. Adapun populasi yang digunakan adalah konsumen borobudur departement store poso. Teknik pengambilan data dalam penelitian ini dilakukan dengan metode accidental sampling dengan data sebanyak 54 responden. Pengumpulan data dilakukan dengan menggunakan kuesioner. Data dianalisis dengan alat computer statistical program for social scienci (SPSS).

Berdasarkan hasil penelitian, diperoleh persamaan regresi sebagai berikut  $Y = 6,235 + 0,294 X_1 + 0,394 X_2$ . Berdasarkan analisis data statistik. Setiap indikator pada penelitian ini bersifat valid dan variabelnya bersifat reliabel. Pada pengujian asumsi klasik, model regresi bebas multikolineritas, tidak terjadi heteroskedastisitas, dan berdistribusi normal. Hasil pengujian hipotesis yaitu uji T membuktikan bahwa semua variabel independen yaitu pre-decision stage dan post-decision stage mempunyai pengaruh signifikan terhadap impulse buying pada borobudur departement store Poso. Nilai T hitung variabel pre-decision stage sebesar 2,438 dengan signifikansi sebesar  $0,018 < 0,05$  dan nilai T hitung variabel post-decision stage sebesar 3,284 dengan signifikansi sebesar  $0,002 < 0,05$ . Hasil uji F menunjukan bahwa pre-decision stage dan post-decision stage secara simultan berpengaruh signifikan terhadap impulse buying, dengan nilai F hitung sebesar 16,743 dengan signifikansi sebesar  $0,000 < 0,05$ . Koefisien determinasi  $R^2$  yang diperoleh sebesar 0,396. Hal ini berarti 39,6% impulse buying ditentukan oleh variabel pre-decision stage dan post-decision stage, sisanya yaitu 60,4% ditentukan oleh variabel lain.

Kata kunci : Pre-Decision stage, Post-Decision stage, Impulse buying



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## ABSTRACT

The objective of this research is to find out the influence of pre-decision stage and post-decision stage toward impulse buying in Poso city. Population in this research is customers of Borobudur Department Store in Poso. Data collection techniques in this research are conducted by using accidental sampling with 54 respondents. The data is collected by using questionnaire. The data are analyzed by using computer statistical program for social science tool (SPSS).

Based on the result of the research, it is obtained the regression equation as follows:  $Y = 6,235 + 0,294 X_1 + 0,394 X_2$ . Based on statistic data analysis, each indicator in this research is valid and its variable is reliable. In testing the classical assumptions of the multicollinearity free regression model, there is no heteroscedasticity, and normal distribution. The result of testing hypothesis shows that t test can prove that all independent variable namely pre-decision stage and post-decision stage have significant influence toward impulse buying at Borobudur Department store in Poso. The value of t count variable namely pre-decision stage is 2,438 with significant as much as  $0,018 < 0,05$  and the value of t count variable of post-decision stage is 3,284 with significant as much as  $0,002 < 0,05$ . The result of F test shows that pre-decision stage and post-decision stage simultaneously have significant influence toward impulse buying, by showing the value of F count is 16,743 with significant as much as  $0,000 < 0,05$ . Determination coefficient  $R^2$  which is obtained is 0,396. It means that 39,6% of impulse buying is determined by pre-decision stage variable and post-decision stage, the rest 60,4% is determined by other variable.

Keywords: *Pre-Decision Stage, Post-Decision Stage, Impulse Buying*